

TEMPLATE 01

# Access Roadmap & Roadblocks

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The end-to-end project view: from unmet patient need to market penetration — with every roadblock named, owned and mitigated.

*[Project name] · [Market] · [Date]*

# Four phases, one accountable lead

## PHASE 1 • DIAGNOSE

*Weeks 1–4*

Unmet need and population sizing  
Reimbursement landscape  
Stakeholder map  
Roadblock register

## PHASE 2 • DESIGN

*Weeks 4–10*

Evidence gap analysis  
Value story and budget impact  
Penetration scenarios  
Governance set-up

## PHASE 3 • ENGAGE

*Months 3–9*

Stakeholder dialogue  
Payer submissions  
Vendor management  
Monthly SteerCo

## PHASE 4 • DELIVER

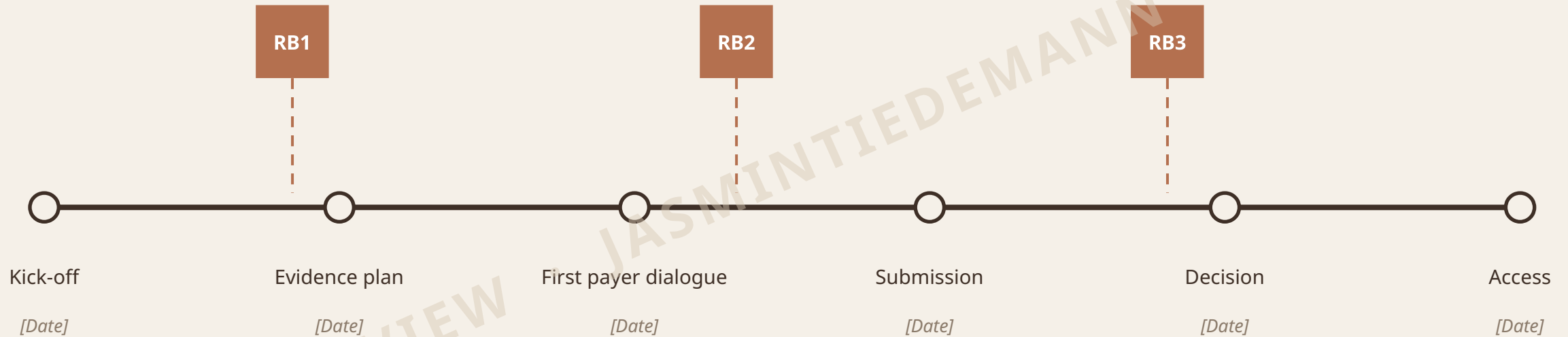
*Ongoing*

Access milestones  
Uptake tracking  
Indication expansion  
Next-market roll-out

*Indicative timeline — scope every engagement to the market, the technology and the decision ahead.*

SEE THE JOURNEY

# Roadmap and roadblocks, visualised



*Mark each roadblock where it hits the plan — and tie it to the register by number.*

TEMPLATE 02

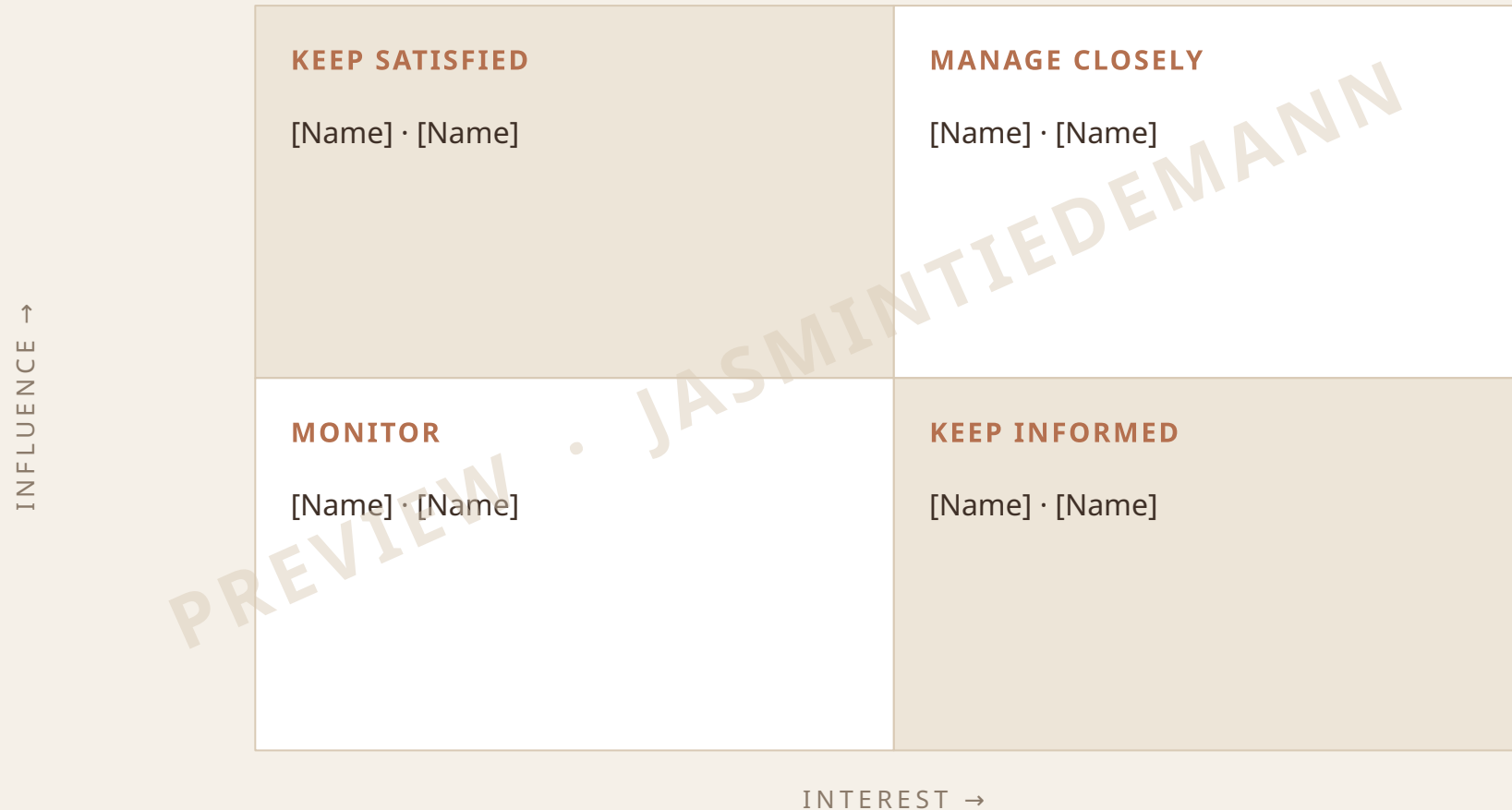
# Stakeholder Overview

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Internal and external stakeholders mapped by influence and interest — with an engagement plan that names an owner for every relationship.

*[Project name] · [Market] · [Date]*

# Influence and interest at a glance



# The engagement plan

| Stakeholder | Objective                             | Channel                           | Frequency   | Owner  |
|-------------|---------------------------------------|-----------------------------------|-------------|--------|
| [Name]      | [What must change in their position?] | [Meeting / workshop / data share] | [Monthly]   | [Name] |
| [Name]      | [Objective]                           | [Channel]                         | [Quarterly] | [Name] |
| [Name]      | [Objective]                           | [Channel]                         | [Ad hoc]    | [Name] |
| [Add row]   |                                       |                                   |             |        |

*An engagement objective is a change in position — not a meeting held.*

TEMPLATE 03

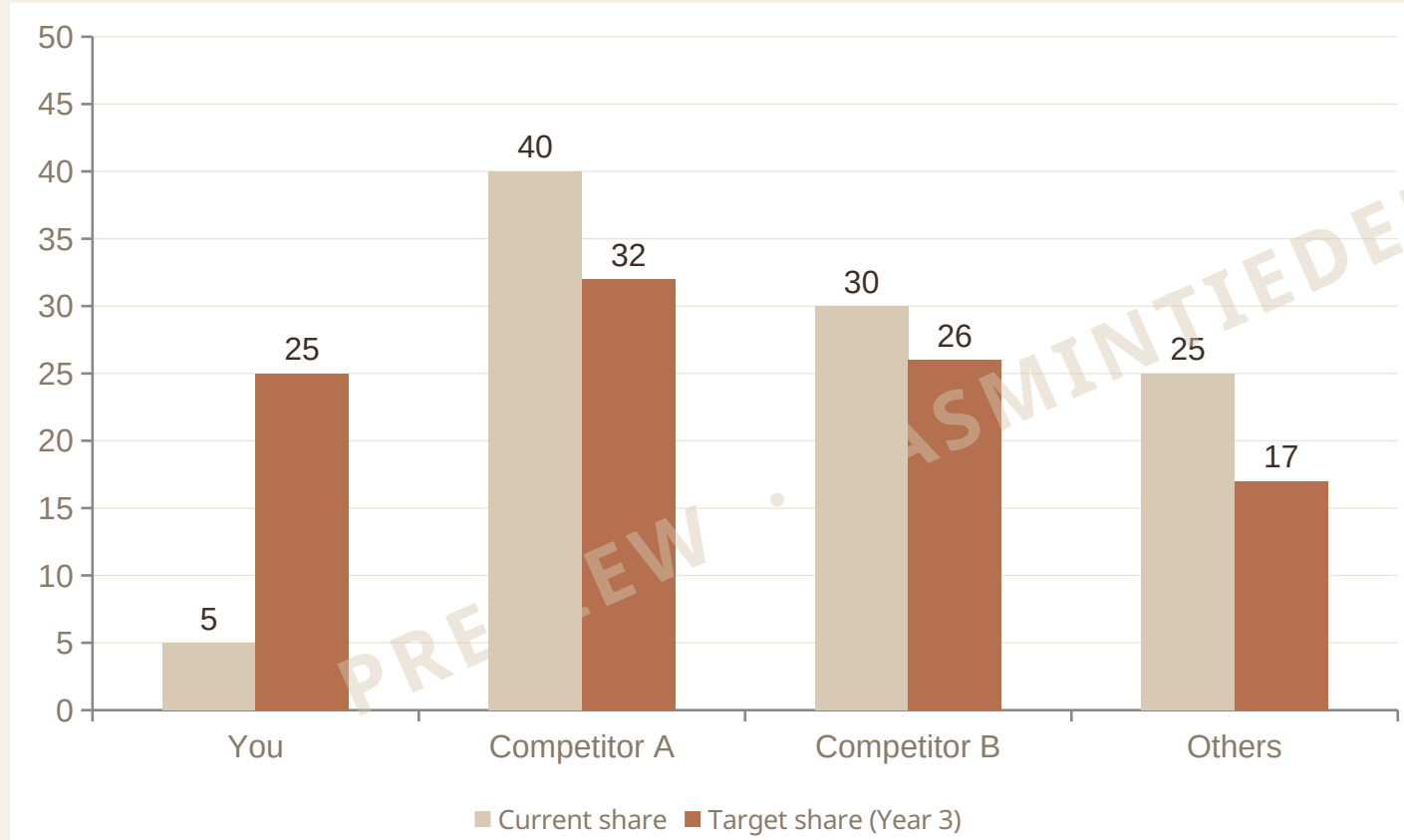
# Market Assessment

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The market, the competitors and the share you intend to take — with penetration scenarios and targets you can defend in the room.

*[Project name] · [Market] · [Date]*

# Market share — today and target



THE GAP

[+20 pp]

Replace the placeholder values with your figures — and state the source of every number behind the chart.

# Penetration scenarios

## CONSERVATIVE

*What has to be true*

[Assumption 1]

[Assumption 2]

[Assumption 3]

Year 3 share: [%]

## BASE

*What has to be true*

[Assumption 1]

[Assumption 2]

[Assumption 3]

Year 3 share: [%]

## AMBITIOUS

*What has to be true*

[Assumption 1]

[Assumption 2]

[Assumption 3]

Year 3 share: [%]

TEMPLATE 04

# Risks & SteerCo

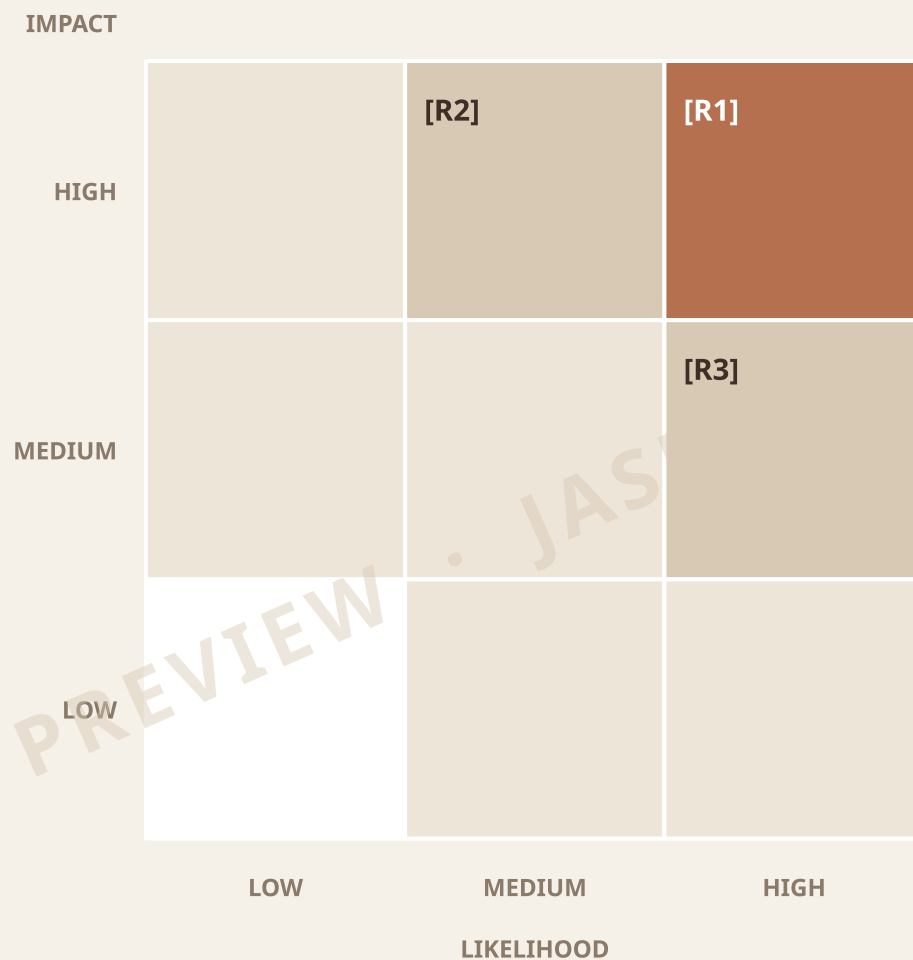
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A living risk register, a decision log that keeps memory, and a steering committee that ends with decisions — not status updates.

*[Project name] · [Market] · [Date]*

SEE THE EXPOSURE

# Risk heat map



Place each risk by number. Anything in the top-right corner belongs on the next SteerCo agenda.

# SteerCo agenda — 60 minutes

|        |                                    |                                                  |
|--------|------------------------------------|--------------------------------------------------|
| 05 min | <b>Decisions requested today</b>   | Read out first — the room knows why it is here   |
| 10 min | <b>Progress against milestones</b> | Exceptions only; the pre-read carries the detail |
| 15 min | <b>Roadblocks and risks</b>        | New entries, changed scores, trigger points hit  |
| 20 min | <b>The decisions</b>               | Each decision: options, recommendation, decision |
| 10 min | <b>Actions and owners</b>          | Who does what by when — read back before close   |

TEMPLATE 05

# Milestones Overview

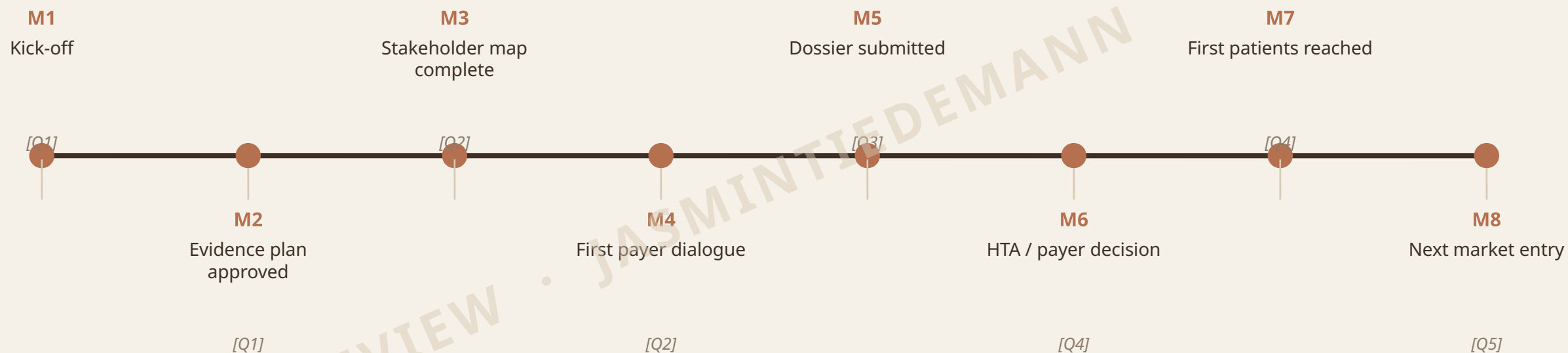
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The project's heartbeat: every milestone on one line, every workstream on one page, and a monthly one-pager leadership actually reads.

*[Project name] · [Market] · [Date]*

ONE LINE, ONE TRUTH

# The milestone timeline



*Replace with your milestones. Eight is a good maximum — more belongs in the workstream plans.*

THE NUMBERS THAT MATTER

# KPI dashboard



Choose four. A dashboard with twelve KPIs has none.